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| **PART A: INFORMATION FOR THE TENDERER** |

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| **Name and address of the contracting authority:** City of Požarevac, Drinska 2 Street, 12000 Požarevac, Republic of Serbia.  **Title of the tender:** Promotion of the project by promo materials, development of web page and media coverage  **Reference number:** RORS92/T2  **Date of launching:** 19/02/2018 |

1. **INFORMATION ON SUBMISSION OF THE TENDERS**

Subject of the contract:

The subject of this tender is defined in the Article 2. Technical information.

Deadline for submission of the tenders:

The deadline for submission of tenders is **02/03/2018 at 10:00 hours**. Any tender received after this deadline will be automatically rejected.

\* - The tenderer should have minimum 7 days from the date of launching of the procurement procedure for preparation of the offer (excluding the day of publishing and the date of submission deadline).

Financial information

The tenderers are reminded that the maximum available value of the contract is 17.040 EUR.

The Financial offer must be presented as an amount in EUR/RSD and must be submitted using the template for the global-price version of PART C: FORMAT OF FINANCIAL OFFER.

In case when the offers are submitted in national currencies, the exchange rate to be used for checking financial compliance with available budget (during financial evaluation), shall be InforEuro exchange rate for the month when the tender is launched

The applicable tax and customs arrangements are specified in the draft contract in Part A of this tender dossier.

Variant solutions

Tenderers are not authorised to tender for a variant in addition to this tender.

Subcontracting

Subcontracting is not allowed.

Award criteria:

***In case more than one offer received***: best value for money, weighting 80% technical quality, 20% price.

Evaluation criteria for technical offer:

* Organization and methodology: 40 points
* Proposed inputs: 40 points
* Time frame: 20 points

TOTAL: 100 points

***In case one offer received***: the Contracting Authority shall check whether the offer is administratively, technically and financially compliant with the requirements set by this tender documentation.

Interviews:

No interviews are foreseen.

Award notification:

The successful tenderer will be informed of the results of the evaluation procedure in written form.

Contract award notice will be published on the programme web site. The estimated time of publishing is 7 days from the deadline for submission of tenders.

Address and meanings for submission of the tenders:

The tenderers will submit their tenders using the **standard set of submission forms available in the Part B – Technical offer and the Part C - Financial offer**. Any other document supporting this invitation is sent for informational purposes only and is not to be modified nor submitted by the tenderer. The tender will be submitted in **1 original**. Any tenders not using the prescribed form may be rejected by the contracting authority.

In addition to the offer the tenderer is required to provide the following supporting documentation:

* Copy of legal registration
* List of similar contracts where the tenderer has worked successfully in past three years

The tenders will be submitted in sealed envelopes, containing the following information:

* Name and address of the tenderer
* Title of the tender: Promotion of the project by promo materials, development of web page and media coverage
* Reference number: RORS92/T2
* The words: ‘’Not to be opened before the tender opening session’’ “Ne otvarati pre sastanka za otvaranje ponuda’’

Tenders must be submitted using double envelope system, in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words "Technical offer”- part B and "Financial offer" - Part C. Any infringement of this rule (e.g. unsealed envelopes or references to price in the technical offer) is to be considered a breach of the rule, and will lead to rejection of the tender.

The tenders will be submitted in person, by post or courier service to the following address:

Name of the contracting authority: **City of Požarevac**

Address of the contracting authority: **Drinska Street no2, 12000 Požarevac, Republic of Serbia.**

Contact person: **Lazar Milentijević, Project Manager**

The tenderers are reminded that in order to be eligible the tenders need to be received by the contracting authority by the deadline indicated above.

1. **TECHNICAL INFORMATION**

The tenderers are required to provide services as indicated below. In the tenderer’s technical offer, the tenderers might indicate more details on the deliveries, referring back to the requirements below.

* 1. Design, preparation for printing andprinting of promotional material

City of Požarevac implements the project “Cultural connection in purpose of touristic attractiveness strengthening of the Region”. The main project’s output is organization of 8 cultural festivals that strengthen cultural ties and developed cultural tourism by rising attractiveness of the area for such events. Since promotion is the key of success of any touristic action, City of Požarevac should elaborate a special promotional campaign. Through this promotional campaign, the message should be transmitted to potential new tourists in the best possible way. In that regard, production of promotional material is one of the main tools.

The promo material should be produced in three steps. First one is a preparation of content and design. The contractor is obliged to prepare the proposal of content and design in accordance with suggestion and instruction of Contracting authority and Visibility Manual (provided by the Contracting Authority). The proposed content and design must be developed in close cooperation with the PR and Project manager. The Contractor will prepare the draft version within 15 days form receipt of the instruction. The Contracting Authority will provide instruction related to the content of the promo material such as required text, pictures etc. The draft shall be sent for approval by e-mail to the Contracting Authority. In case of comment on the draft version, the Contractor is obliged to adopt and apply it in the final version. After obtaining the approval on the content and design, the Contractor shall proceed with preparation of promo material. The Contracting Authority will provide translation of material for bilingual versions of material.

The second step is preparation for printing of the promo material. Contractor will prepare promo material for printing and after approval from Contracting authority (project manager) will start third step, printing.

The promo material must be printed within 10 calendar days form the date of issuing of the design’s and preparation approval. The promo material with at least following quality level will be printed:

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| Item | | Description | Quantity  pcs |
| 1 | Brochures | The brochures shall be printed on the format B5  The covers – kunstdruck 250 g, PVC foil, print full colour 4/4  Inside – offset paper 80 g, full colour 4/4  Volume of brochure will be 30-35 pages (bilingual (Serbian, Romanian) text about joint cultural events in Požarevac and Anina + photos).  Wire spiral bound | 2000 |
| 2 | Leaflets | The leaflets shall be printed on the format A4  1 design will be developed and printed  Kunstdruck 150 g, print in full colour 4/4  Bending on two bends (210 x100 mm) | 3000 |
| 3 | Promo bags | Promo bags with promo texts  100% canvas cotton  35 cm x 37 cm x 6 cm dimensions  Handle Height is 25  In 3 colours | 700 |
| 4 | T-shirts | 100% canvas cotton  In three colours  Size XL 100 pcs; L 100 pcs and M 100 pcs  Bilingual texts about project | 300 |
| 6 | Roll-ups | - Printing roll ups of vinyl banner material  - Size A0 (1189 x 841 mm),  - Full colour,  - Offset print | 2 |
| 7 | Calendars | Calendar will contain cardboard back 71,5 x 31,5 cm; 230gsm glossy paper, Photos by the selection of Contracting authority and  three sets of month leaflets (previous, actual and following) 31,5 x 15.0 cm; 105gsm glossy paper  With plastic bond with red square indicator for actual date  Printing in full colour. | 120 |
|  | Handbooks | Promotional handbooks with logos and name of the project.  Format: B5  Hard cover: kunstdruck (gloss), varnished,  Basis weight: 250 g/m2  Cover colour: Full colour  Inside print: One colour  High quality offset paper  Basic weight: 80 g/m2  50 pages with lines  Binding: spiral wire coil  The preferred types of printing: digital printing, foil print | 120 |
|  | Visit card boxes | Cardboard box with cover connected with box on longer side 9,5 x 5,5 x 2 cm; Colour dark grey with bilingual project signs (or other solution proposed by designer, if adequate) | 120 |

Delivery of printing material in the project office of the City of Požarevac

Required inputs

The Contractor must have experience in:

* at least 1 design/printing of promotional material in the past three years, and
* at least 1 design of promotional material with obligation to have a full compliance with visibility rules of a donor.

For the purpose of the evaluation, the List of similar contracts must be submitted as a part of the offer.

Required time frame

3 months

* 1. Web site development

The purpose of this task is public presentation of the project activities by establishing and maintaining a project website. The website will be created, maintained and updated with information related to project “Cultural connection in purpose of touristic attractiveness strengthening of the Region” in order to promote its activities, provide actual news and provide links to relevant national and EU institutions and partner sites. To enable better information all contents will be available in 3 languages: Serbian, Romanian and English.

Results to be achieved by the Consultant

1. Created project web-site of requested quality, efficient design and functional layout;

2. Established operative links to relevant national and EU institutions and partner sites, with a visit counter;

3. Technically maintained and regularly updated web-site with the project information and results, reports from project events and activities, texts, photographs and recordings related to the project implementation in Serbian and Romanian, etc.

4. Improved visibility of the project

The Contracting Authority will provide all the necessary information, texts, translations, photographs and recordings for the website to the Consultant.

The Consultant will create a website for the presentation of the project and project results and for better project evaluation in the target area, on March 2018. The site will include information about the project “Cultural connection in purpose of touristic attractiveness strengthening of the Region”, sources of funding, project team and project details, as well as the project promotional material. For the duration of the project, until December 2018, the site will be regularly maintained and updated by the Consultant, who will upload project implementation material and status reports supplied to him by the Contracted Authority, at least every month.

In respect to the sustainability practice, the website shall be functional 5 years after the Project end, which will be fully funded and operated by Contracting Authority, and is not part of this Contract.

The web site will also have the following features:

• Mandatory features of the homepage according to Visibility manual of the Programme.

• Links to the websites of INTERREG IPA CBC Romania-Serbia programme, Serbian Ministry of European integration, Romanian Ministry of Regional development, public administration and European funds, Regional office for regional cooperation Timişoara, partners web sites and other by recommendations of Contracting authority.

• A visit counter,

• Minimum 50 photographs by the end of the project.

Web site will consist of three different areas. The first one will be dedicated to the general project description. The project’s presentation including promotional spot, pictures from main events, and other project’s deliverables which are all going to be provided by Contracting Authority. Also, the printing materials such as brochure and leaflets will be posted and will be available for downloading by external user. The other two parts will be dedicated to the project partners. Those parts will be done in form of web portal with possibility to bring information together from partner’s websites in uniform way. Each information source (project partners) will get its dedicated area for displaying relevant information. Those parts will be bilingual: for Serbian partners in Serbian and English, for Romanian partners in Romanian and English.

The actions will be coordinated with Serbian and Romanian project partners and under supervision of the PR and Project manager. The PR will provide the Contractor with clear instruction referring to site setup, visibility rules and information that should be uploaded. The Contractor is obliged to act in accordance with the received instruction. Romanian partners will provide their inputs and information.

The owner of hosting and website will be the Contracting Authority. The Contractor is obliged to provide the Project Manager with all passwords and other keys related to the use of website and hosting, after the end of the Contract.

Quality of the above states services will be determined under following parameters:

a) Professional quality of the site design, rich contents of the site;

b) Clear layout and easy reference of the website;

c) Uncompromised objectivity, accuracy and relevancy of the supplied project data;

d) Timely delivery of requested services and orders by the Project Manager;

e) Compliance with the instructions on visibility of EU financial support, and

f) Operative links to the sites of EU, Serbian Ministry of European integration, Romanian Ministry of Regional development, public administration and European funds, Regional office for regional cooperation Timişoara, Municipality of Anina and City of Požarevac;

Required inputs

The Contractor must have experience in:

* development of at least 1 web portal/site in the past three years.

For the purpose of the evaluation, the List of similar contracts must be submitted as a part of the offer.

The quality of rendered services will be monitored and evaluated by Project manager, who will inform Consultant of any requests, objections and suggestions in writing, while the Consultant will provide requested service within reasonable deadlines.

Required time frame

Development March 2018

Maintenance and content upload March- November 2018.

* 1. Media coverage

The purposes of this task are as follows:

- To produce video promotive clip about project to inform citizens and members of target groups about its objectives, activities and results

- Announcement of the project activities in the local media (TV, radio and newspaper).

Results to be achieved by the Consultant

- Video promotive clip on three languages (Serbian, Romanian and English) for announcing project objectives, activities and results, up to 3 minutes.

- Publishing articles in local media.

TV coverages in regional and/or national media- 160 minutes, TV flash announcements - 5 days \* 3 flash announcements per day,

Radio coverages - 150 minutes, Radio flash announcements - 3 days \* 3 announcements per day,

Local newspapers reports - 12 A4 pages, Local newspapers announcements - 2 announcements,

TV show - 30 minutes,

Radio show - 30 minutes,

Required inputs

The Contractor must have experience in:

* At least 1 media promotion of the actions funded by donors with non-for profit character,
* Providing at least 1 service of media promotion with national coverage in the last three years

For the purpose of the evaluation, the List of similar contracts must be submitted as a part of the offer.

Required time frame:

Producing video clip March -April 2018.

Press releases publishing March-November 2018.

**ADDITIONAL INFORMATION**

The unsuccessful/successful tenderers will be informed of the results of the evaluation procedure. In this sense the CA shall send a notification to the successful tenderer and post an announcement on the website with the name of the successful tenderer followed by the mentioning that “all other tenders were not administratively /technically/ financially compliant”

Confidentiality

The entire evaluation procedure is confidential, subject to the Contracting Authority’s legislation on access to documents. The Evaluation Committee’s decisions are collective and its deliberations are held in closed session. The members of the Evaluation Committee are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the tenderers nor to any party other than the Contracting Authority, the European Commission, the European Anti-Fraud Office and the European Court of Auditors.

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| NOT TO BE FILED IN BEFORE CONTRACT SIGNING  NOT TO BE SUBMITTED WITHIN THE OFFER!!! |

**FORMAT OF THE CONTRACT BETWEEN THE CONTRACTOR AND THE CONTRACTING AUTHORITY**

**CONTRACT TITLE:** Promotion of the project by promo materials, development of web page and media coverage

**REF: RORS92/T2**

**Concluded between:**

City of Požarevac

Drinska 2 Street, 12000 Požarevac, Republic of Serbia.

(Contracting Authority)

AND

<*Title>*

*<Address of the contractor>*

*<Official registration number/VAT number[[1]](#footnote-1)>*

(Contractor)

**Article 1: Subject of the contract**

The subject of the contract is the Promotion of the project by promo materials, development of web page and media coverage as indicated in the contractor’s offer – ‘’Part B: Format of offer to be provided by the tenderer’’

**Article 2: Contract value**

The total contract value for implementation of services indicated in the Article 1 is: <XXX EUR/RSD.>

The contract shall be exempt from all duties and taxes, including VAT.

**Article 3: Contracting documents**

The documents which form the part of this contract are (by the order of precedence):

* Contract agreement
* Contractor’s offer as provided in the tendering phase – ‘’Part B: Format of offer to be provided by the tenderer’’
* Contractor’s financial offer –“ Part C:Format of financial offer”

For any issues not defined in this contract agreement the rules of General conditions will be applied (Annex B8d of PRAG b8d\_annexigc\_en.pdf)

<http://ec.europa.eu/europeaid/prag/previousVersions/annex.do?num=2015.0&lang=en>

**Article 4: Deliveries and payments**

The contractor will deliver without reservation the services indicated in the contractor’s offer ‘’Part B: Format of offer to be provided by the tenderer’’. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor for the services in the amount indicated in the Article 2 of this contract document.

In case the contract is concluded in EUR, and payments are made in RSD, applicable exchange rate must be InforEuro exchange rate for the month of the issuing of invoice or pre-invoice in case of VAT exemption.

The payments will be issued by the following time schedule.

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| **Month** |  | **<EUR/RSD>** |
| 1end | Interim payment | 60 % of the contract value |
| 3 | Interim payment | 30% of the contract value |
| 9 | Balance final payment | 10 % of the contract value |
|  | **Total** | 100% |

The contractor will provide contracting authority with the brief report on execution of the services, which will represent the basis for issuing interim and balance final payment

**Article 5: Duration of the contract**

The duration of the contract is 9 months.

Commencement date is the date of the signatory of the Contract by both parties.

**Article 6: Resolving of disputes**

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of Požarevac court in accordance with the national legislation of the state of the Contracting Authority.

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| **For the Contractor** | | **For the Contracting Authority** | |
| Name: |  | Name: | Bane Spasović |
| Title: |  | Title: | Mayor |
| Signature: |  | Signature: |  |
| Date: |  | Date: |  |

1. Where applicable. For individuals, mention their ID card or passport or equivalent document - number [↑](#footnote-ref-1)